

REMARKS

This is a full and timely response to the outstanding non-final Office Action mailed October 4, 2007. Reconsideration and allowance of the application and pending claims are respectfully requested.

Claims 1-20 have been rejected under 35 U.S.C. § 102(b) as being anticipated by PODi PPML Templating 1.0 Handbook ("PPML handbook"). As indicated above, Applicant has canceled each of claims 1-20 and replaced them with new claims 21-38. In view of the cancellation, Applicant respectfully submits that the rejections are moot. Applicant reserves the right to present the canceled claims, or variants thereof, in continuing applications to be filed subsequently.

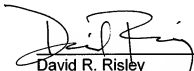
Applicant respectfully requests that new claims 21-38 be entered and considered by the Examiner given that, although claims 21-38 do not contain the same limitations of claims 1-20, claims 21-38 are directed to the same inventions described in claims 1-20. Specifically, claims 21-29 are directed to a method for performing variable data printing as original claims 1-11 were, and claims 30-38 are directed to a system for performing variable data printing as original claims 12-20 were.

Regarding the merits of claims 21-38, the PPML handbook does not teach a variable data print (VDP) workflow system separately receiving outputs from a "variable data portion", a "rules portion", and a "design portion" and generating a print job from those outputs. Furthermore, the PPML handbook does not discuss the particular portion outputs described in claims 21 and 30.

CONCLUSION

Applicant respectfully submits that Applicant's pending claims are in condition for allowance. Favorable reconsideration and allowance of the present application and all pending claims are hereby courteously requested. If, in the opinion of the Examiner, a telephonic conference would expedite the examination of this matter, the Examiner is invited to call the undersigned attorney at (770) 933-9500.

Respectfully submitted,



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